

Welcome!



Small Biz Resource CONNECTIONS



Resource Partner:

**Maryland
APEX Accelerator**
(formerly MD PTAC)

**Topic: Government Contracting
& Resources**



June 9, 2023

Governor's Office of Small, Minority & Women Business Affairs

- **Connect small, minority, women & veteran businesses to greater economic opportunities**
- **Oversight, monitoring, and compliance of three state socioeconomic procurement programs across 70 state agencies/departments**
- **Conduct statewide outreach and training programs**
- **Host online resources for small business growth and development**

<https://gomdsmallbiz.maryland.gov>

Maryland Socioeconomic Procurement Programs

www.goMDsmallbiz.maryland.gov

Small Business Reserve (SBR) Program

- Prime contracting program
- Based on size. State-defined small business eligibility standards apply
- Online certification process (eMMA)

Minority Business Enterprise (MBE) Program

- Subcontracting program
- Race and gender specific
- Application-based certification process at OMBE under MDOT

Veteran-Owned Small Business Enterprise (VSBE) Program

- Subcontracting program
- Based on verified Veteran status & size
- Online certification (eMMA) with a 3 Step Process

MBEs and VSBEs are encouraged to perform as a prime contractor.

Meet Our Guest Speaker:



Akiesha M. Foster

Procurement Specialist



MARYLAND APEX ACCELERATOR



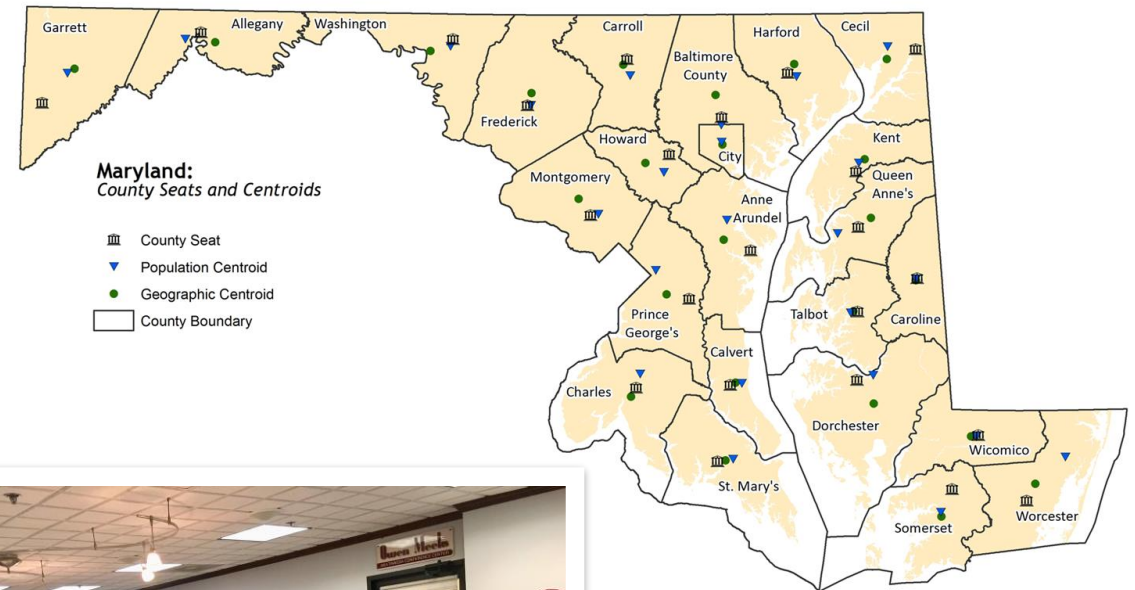
WHAT WE ARE ABOUT

Maryland APEX Accelerator Mission Statement:

“OUR MISSION: “It is our mission to help position businesses registered in the state of Maryland to fully compete in the federal, state, and local government procurement processes.”

We do this by offering:

- One-on-one counseling to new and existing businesses interested in government contracting.
- Specialized training and outreach events.
- A Bid match service via email.



INDIVIDUALIZED COUNSELING FOR:

- Identifying potential contractual opportunities based on client's products and services
- Advising and assisting clients in preparation and proper submission of applications, certifications, registrations, bids, proposals
- Assistance with finding and pursuing subcontracting or prime contracting opportunities within federal, state & local government
- Advise and assist with post-award functions
- Government contracting laws, policies and procedures and small business programs:
 - DoD and SBA Mentor-Protégé Programs
 - Innovation Programs (SBIR/STTR)
- Government accounting system requirements and contract payments
- Federal Government and DoD cybersecurity requirements...and MUCH MORE!

SPECIALIZED WORKSHOPS & TRAINING*

- How to Do Business With... A Series of Outreach Events
- Learn How to Respond to an RFP/RFQ
- General Services Administration (GSA)
- Successful Contracting with the Federal Government
- Introduction to Federal Contracting & Simplified Acquisitions
- Proposal Writing Level 1 & 2
- SBIR/STTR
- Contract Administration
- Strategies for Teaming & Joint Ventures
- Secrets of Contracting with Maryland
- DCAA Compliance
- Cybersecurity
- Cost Proposal Development

[CLASS SCHEDULE LINK](#)

*New training classes are added regularly:

BID MATCH SERVICE VIA EMAIL

Get access to hundreds of opportunities that are matched against your client profile. Some sources are as follows:

- **Sam.gov**
- **Small Federal buys** from DLA, electronic bulletin boards, and websites
- **EDI** (Electronic Data Interchange) Purchases from:
 - FACNET – Various DoD and Civilian Agencies
 - Department of Energy EDI Program
 - Veteran's Administration – VA hospitals
 - DAASC – DLA and Navy EDI Bids
- **USABID®**
 - State/County/Local Government Requisition Bids
 - Foreign Trade Opportunities
 - Department of Defense



[BID MATCH LINK](#)

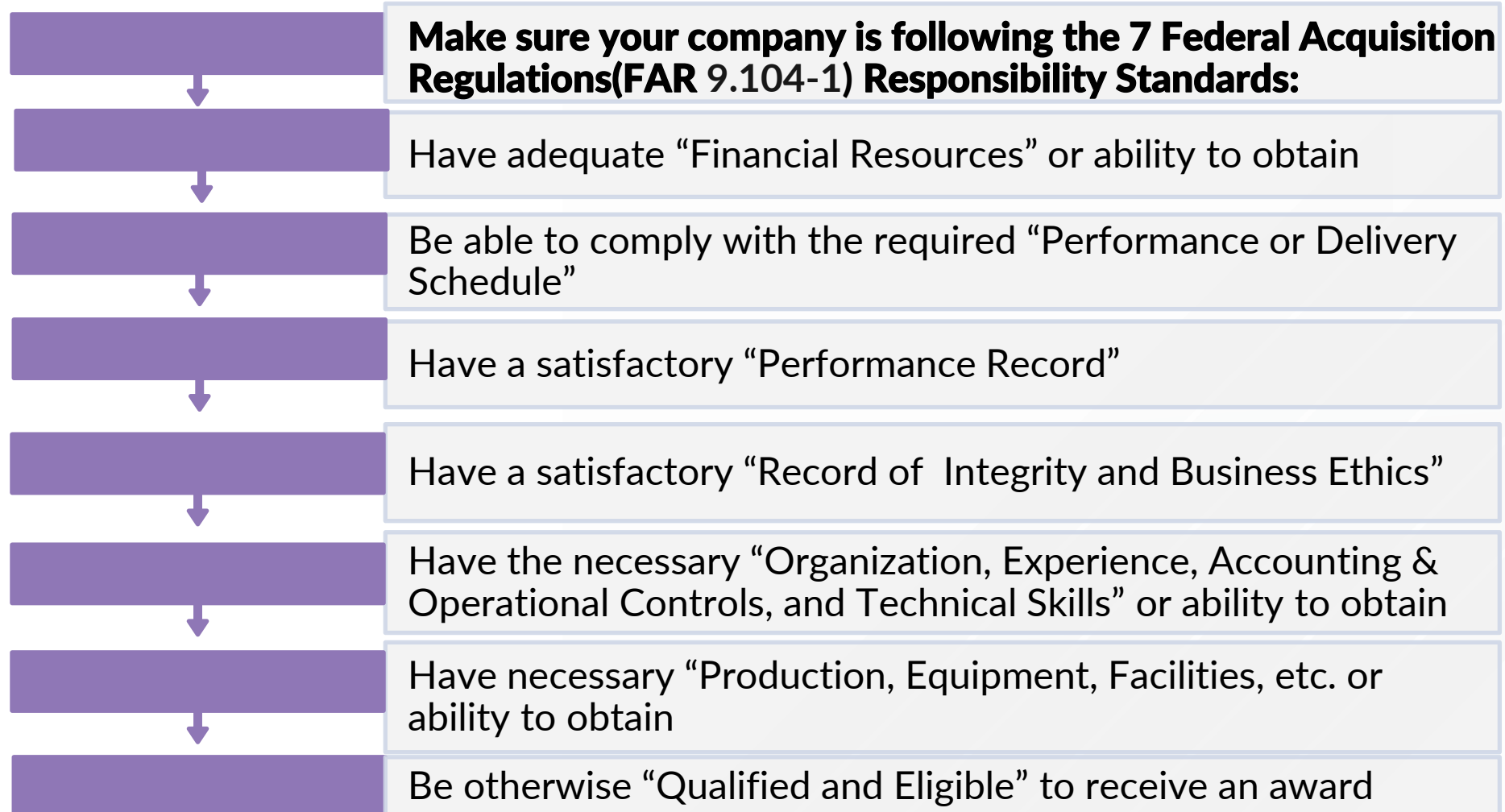
The APEX Road to Success



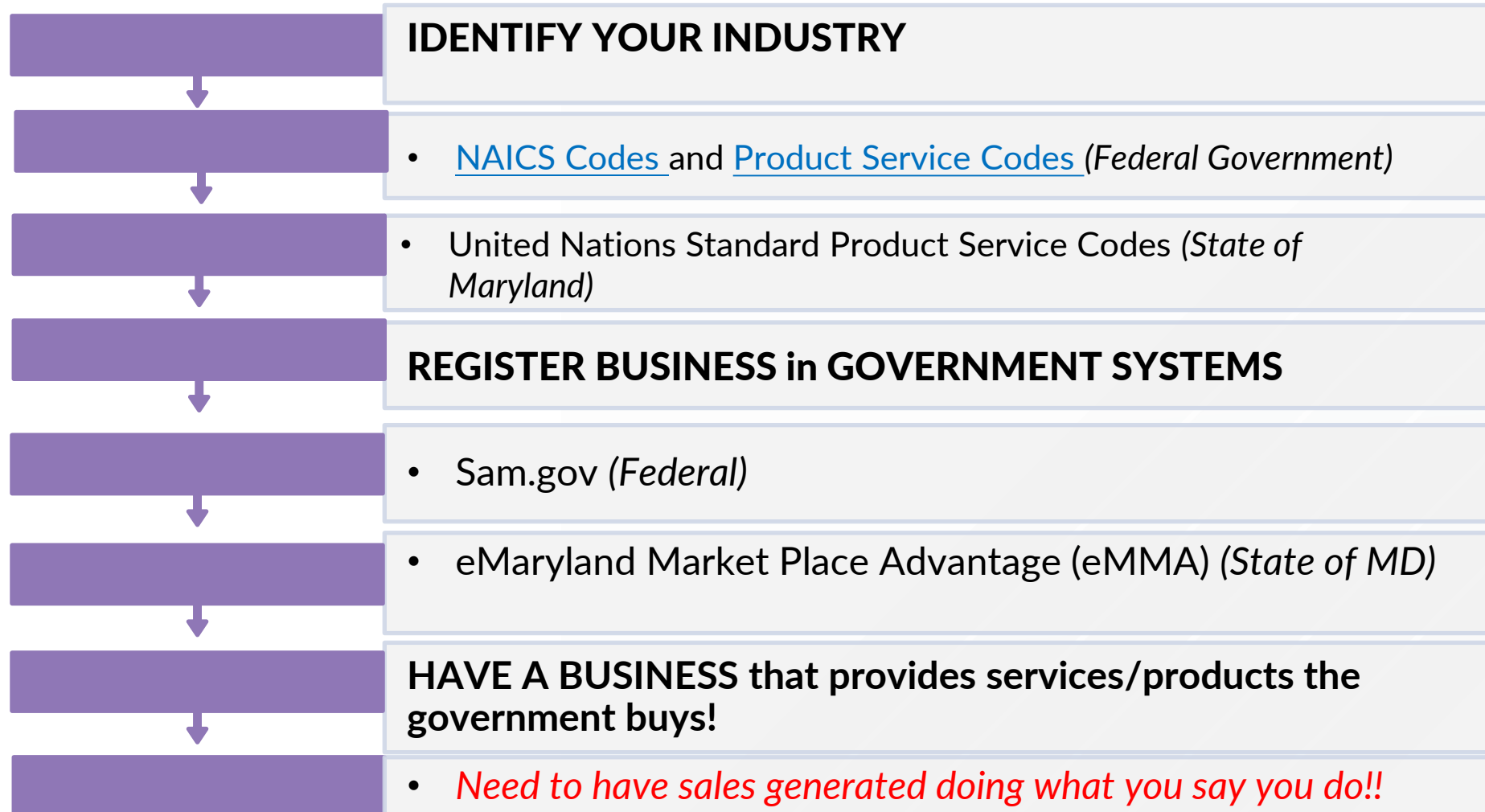
At Maryland APEX Accelerator, we provide an A-to-Z road map to contracting success tailored to your specific business needs.



HOW TO GET STARTED



HOW TO GET STARTED



TIPS FOR SELLING TO AGENCIES



Through Relationship-Building. Get to know your customer!

- Target one or more agencies that purchase what your firm sells
- What is their mission?
- What do they need? Especially on an ongoing basis.
- How do they like to [communicate](#)? “Vendor Communication Plans or How to do Business”
- Why select your firm over one of your competitors?
- **Select an Agency:**
 1. Locate their [procurement forecasts](#) as well as any open requirements for Bid
 2. Attend any networking events or industry days
 3. Subscribe to newsletters and stay current on upcoming news
 4. Do you have a capability statement to market your product or services
 5. Do you have a capability brief to pitch to potential customers

GOVERNMENT BUYERS & PRIMES

- They dislike poor product quality & bad service performance
- They want to do business with vendors that are experts in their fields and reliable (even if at a higher price)
- They want to be dealt with in a truthful & straightforward manner
- Stand behind your promises and always deliver



RESEARCH, RESEARCH, RESEARCH



Identification of Potential Customers can be Difficult in Government Sales So...

1. Start at the local level, find agencies in your area that purchase what you sell, i.e., products and/or services
2. Gather information about these potential customers and discuss with your colleagues who may be able to offer a referral and/or introduction.
3. Look at current opportunities through contract bid boards and future contract projections "Forecast Opportunity Lists" for your target customers.
4. Create a "Capture Plan" or "Business Development Pipeline"
5. Locate funding Chains - Prime Awarding Agency? Sub-Awarding Agency? (USASpending.gov)
6. USASpending.gov provides history of an agency's contracting activity over a specified period of time
7. Go to SAM.gov to locate current solicitations or market research requests

DEVELOP AN INTELLIGENCE LIST

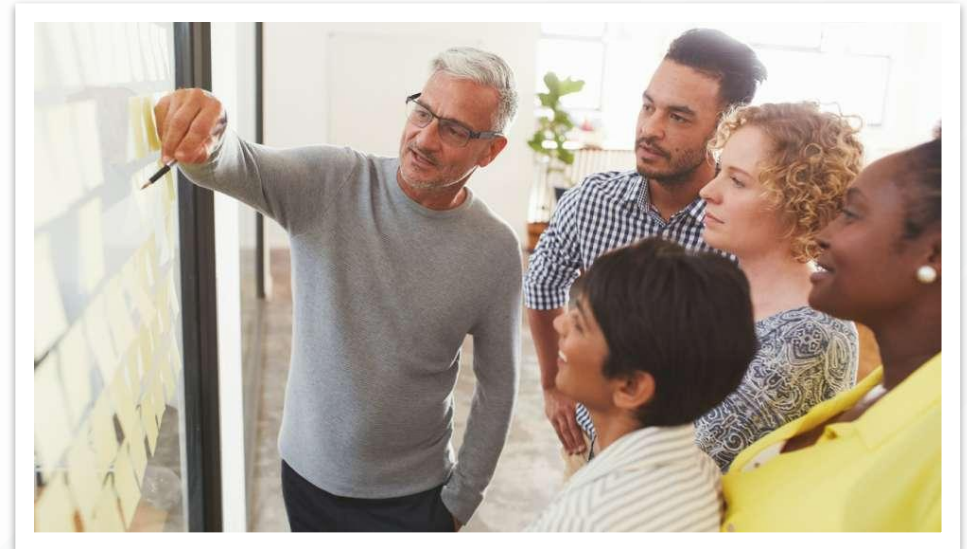


- Decide which agency is buying your product/service?
 - Use Federal, State, & local procurement databases such as those listed below to assist in developing “relevant & factual” market research
 - <https://www.usaspending.gov/> -Look for awarded & expiring contracts
 - <https://sam.gov> - Current open federal opportunities for Bid, RFI, Notice of Award
 - <https://webarchive.library.unt.edu/eot2008/20080916004434/http://osdbu.gov/offices.html> - Office of Small Disadvantaged Business Utilization (OSDBU)-Small Business Specialists
 - <https://procurement.maryland.gov/> - Procurement Officers page, learn small business thresholds
 - [eMaryland Marketplace Advantage \(eMMA\)](#) – Maryland’s Bid board system
 - <https://gomdsmallbiz.maryland.gov/Pages/Forecasting.aspx> - Maryland Procurement Forecast Lists
 - https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm SBA’s Subcontracting Networking System
- How do you reach them?
- Who is your competition?
- How do you register to obtain future bid information?
- Best value considerations – what are the customer hot buttons and insights into problems and potential solutions?

WATCH FOR CONTRACT AWARDS

Why? Contracts tend to “repeat” because a customer’s need is ongoing.

- Service and product contracts tend to be awarded and after the contract term is complete, the customer either extends the contract or puts the opportunity back out for Bid.
- A firm should track previously awarded contracts that map to their core competencies and make note of contract expiration dates.
- Make a list of those awards and then market to the awarding agency for those future services/products.



- ❑ Remember sales are made when the customer is convinced you will solve their problem as they see it, i.e. provide a needed service and/or product that resolves their current issue.
- ❑ Demonstrate you understand the problem(s) as presented by the customer and know their specific expectations on how they expect it to be resolved.
- ❑ The current needs of your customer are outlined in the Request for Proposal(RFP)/Solicitation or Request for Quote(RFQ) or Invitation to Bid (IFB). Read the solicitation carefully, especially *sections (C) Statement of Work(SOW), (L) Instructions to Offeror and (M) Evaluation Criteria*. Determine if your firm meets "ALL" the qualifications outlined in the SOW. If yes, Bid and WIN!
- ❑ REMEMBER TO PUT YOUR CUSTOMER FIRST. LISTEN CAREFULLY TO THEIR NEEDS AND DEVELOP APPROPRIATE SOLUTIONS TO RESOLVE THEIR PROBLEMS.

WHAT NOT TO DO

- ❑ Don't rely on "outsiders" to do the direct selling for you
- ❑ Don't rely solely on marketing; it is not effective if there is no follow-up and no customer relationship
- ❑ Don't rely on small, disadvantaged, 8(a), woman-owned, etc. economic status. Certifications are value adds but don't guarantee actual contract awards.
- ❑ Don't rely on having a GSA Schedule as you still need to market your services and build relationships.
- ❑ Don't ASSUME a member of Congress will open doors for you or automatically solve any contract issues your firm encounters.
- ❑ Think that you're the only game in town that can solve a client's need, and that you can do it on your own.
- ❑ BE A JACK OF ALL TRADES but MASTER OF NONE!!!



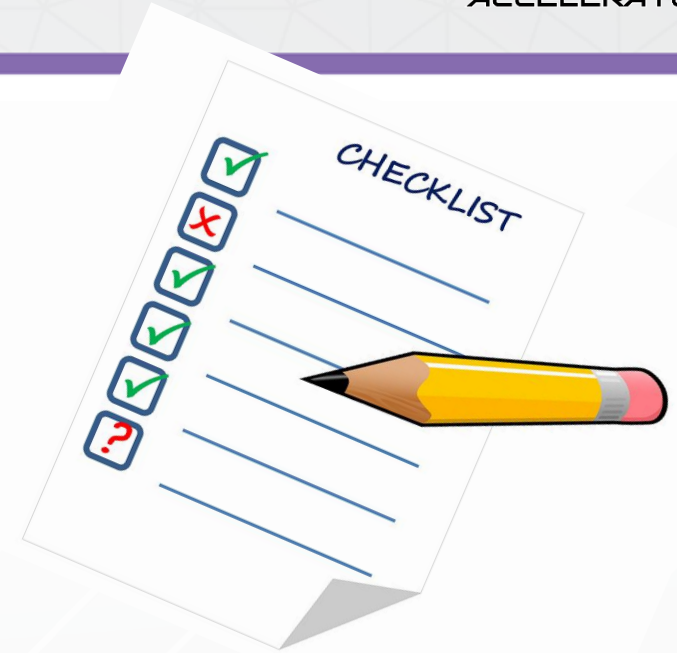
WHAT TO DO

Do your homework first and ask relevant questions based on market research you have already conducted.

- ☐ Be persistent, consistent and patient
- ☐ Develop a contract pipeline and effectively market your products and services on a regular basis. Stay in front of your potential customer attending networking events or industry days.
- ☐ Don't primarily utilize email as your main form of marketing. It's no substitution for individual one-on-one contact, which is where a true relationship is built.
- ☐ Learn as much as you can about your customer and generate reasons to reach out in order to meet their ever-growing needs over time.
- ☐ Don't be adversarial or a "know-it-all" – LISTEN!
- ☐ REMEMBER, GOVERNMENT EMPLOYEES AND PRIME CONTRACTORS ARE PEOPLE JUST LIKE YOU.

NEXT STEPS to RECEIVE MD APEX ACCELERATOR SERVICES.....

1. Have a business registered in the State of Maryland and be in GOOD STANDING.
2. [watch this video](#) to learn about APEX Accelerators' services.
3. Have legitimate business resources (*ex. website, company email domain, business bank account*).
4. Demonstrate past performance through actual work received/sales generated from the business.
5. Have a product or service readily available to sell to the government.
6. READ ALL of SBA's Contract Guide page, "Get Started--Assess Your Business" to see if you're ready to do government contracting.
<https://www.sba.gov/federal-contracting/contracting-guide>
7. Update your MD APEX Accelerator application in eCenter (all *fields must be complete for further processing) <https://mdptac.ecenterdirect.com/>



Once you've completed these steps send an email to ptapadm@umd.edu for evaluation of your application.

US Small Business Administration's RESOURCE PARTNERS



<https://www.marylandsbdc.org/>



<https://www.sba.gov/local-assistance/resource-partners/score-business-mentoring>

WOMEN'S BUSINESS CENTERS

<https://www.sba.gov/local-assistance/resource-partners/womens-business-centers>



<https://www.sba.gov/local-assistance/resource-partners/veterans-business-outreach-center-vboc-program>

NEXT STEPS



We Prepare You for Government Contracting Success!

ARE YOU READY FOR 1-ON-1 COUNSELING?

- 10 minutes being offered today through breakout rooms*
- If you're not seen today, sign-up for counseling services*



Register to become a client at <https://www.mdptac.org/>



MARYLAND APEX ACCELERATOR

5825 University Research Court, Ste 1300 College Park, MD 20740

Website: <https://www.mdptac.org>

Email: ptapadmn@umd.edu

Phone: (301)-405-6550

Social: @mdptac



Keep Learning

- 2 free webinars every month
- No cost to attend
- Register in advance to receive the participation link
- Download the presenter's slide deck
- Access video recordings of all classes on our YouTube playlist

goMDsmallbiz.maryland.gov



Upcoming Webinars & Workshops

REGISTER NOW

www.gomds-smallbiz.maryland.gov

T.I.P.S. Webinar Series

Tuesday June 27, 2023

10 a.m.

[Strategies for Digital Marketing](#)

Thursday, June 29, 2023

10 a.m.

[Leveraging Your Certifications](#)

Workshop

June 12, 2023

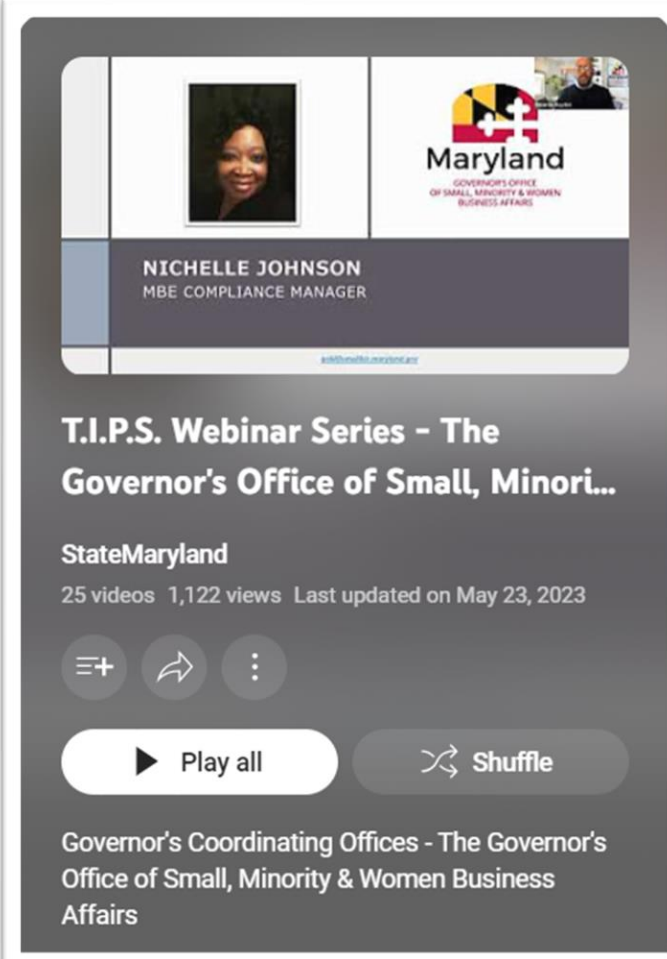
10:00 am

[Women Veterans Entrepreneurship](#)

[Resources Lunch & Learn](#)

at Bowie State University

T.I.P.S. Webinar Series Playlists



The thumbnail features a dark grey background. At the top, there is a header with a portrait of Nichelle Johnson on the left and the Maryland Governor's Office logo on the right. Below the header, the text "T.I.P.S. Webinar Series - The Governor's Office of Small, Minority & Women Business Affairs" is displayed in white. Underneath, it says "StateMaryland" and "25 videos 1,122 views Last updated on May 23, 2023". At the bottom, there are buttons for "Play all" and "Shuffle", and a description: "Governor's Coordinating Offices - The Governor's Office of Small, Minority & Women Business Affairs".

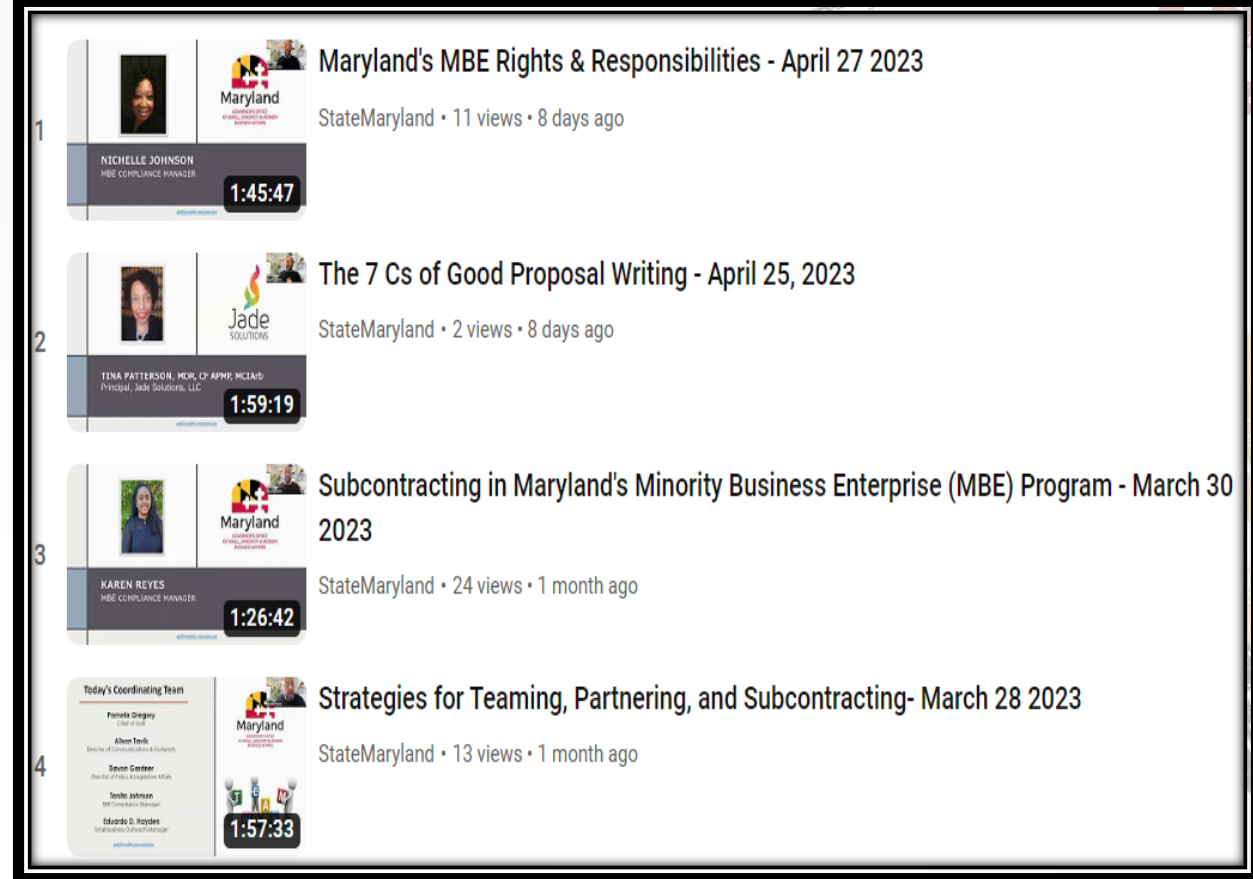
T.I.P.S. Webinar Series - The Governor's Office of Small, Minority & Women Business Affairs

StateMaryland
25 videos 1,122 views Last updated on May 23, 2023

Play all Shuffle

Governor's Coordinating Offices - The Governor's Office of Small, Minority & Women Business Affairs

goMDsmallbiz.maryland.gov



The thumbnail displays a list of four video items from the T.I.P.S. Webinar Series. Each item includes a number, a video thumbnail, the video title, and view/view count information.

- 1** **Maryland's MBE Rights & Responsibilities - April 27 2023**
StateMaryland • 11 views • 8 days ago
1:45:47
- 2** **The 7 Cs of Good Proposal Writing - April 25, 2023**
StateMaryland • 2 views • 8 days ago
1:59:19
- 3** **Subcontracting in Maryland's Minority Business Enterprise (MBE) Program - March 30 2023**
StateMaryland • 24 views • 1 month ago
1:26:42
- 4** **Strategies for Teaming, Partnering, and Subcontracting- March 28 2023**
StateMaryland • 13 views • 1 month ago
1:57:33

<https://www.youtube.com/playlist?list=PLlgoHh4Po1J0W63akD6aGAU8JmT0qzOrX>

Resources & Partners

Governor's Office of Small, Minority & Women
Business Affairs

<https://gomdsmallbiz.maryland.gov/Pages/default.aspx>

Maryland's Office of Minority Business Enterprise
(OMBE)

<https://www.mdot.maryland.gov/tso/pages/Index.aspx?PageId=90>

Maryland Department of Commerce
Maryland Financial Incentives for Business

<https://commerce.knack.com/maryland-funding-incentives>

Department of Housing & Community Development
Business Lending

<https://dhcd.maryland.gov/Business/Pages/default.aspx>

Maryland APEX Accelerator (formerly MD
PTAC)

<https://www.mdptac.org/>

Maryland Women's Business Center (MWBC)

<https://marylandwbc.org/>

Baltimore-Metro Women's Business Center
(Balt-Metro WBC)

<https://www.baltmetrowbc.org/>

Maryland Small Business Development Center
(SBDC)

<https://www.marylandsbdc.org/>

Veterans Business Outreach Center

<https://innovate.umd.edu/resources/vboc>



Business Services

Maryland Business Express

<https://businessexpress.maryland.gov/>

Maryland Department of Assessments & Taxation

<https://dat.maryland.gov/businesses/Pages/default.aspx>

Maryland Department of Labor – Division of Occupational and Professional Licensing

<https://www.labor.maryland.gov/license/>

Maryland Department of Labor – Office of Small Business Regulatory Assistance

<https://www.labor.maryland.gov/osbra/>

MD Onestop Portal

<https://onestop.md.gov/>



Thank You!

www.goMDsmallbiz.maryland.gov



**Small Biz Resource
CONNECTIONS**



For Choosing

Maryland!



www.gomdsmbiz.maryland.gov